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**REMARKS**

Claims 1-19 are now pending in this application. Claims 1 and 10 have been amended. Applicant respectfully submits no new matter has been added. Reconsideration is respectfully requested in view of the following remarks.

Claims 1, 4, 7-10, 13 and 17-19 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent Publication No. 2005/0028208 A1 to Ellis et al. (Ellis 208) in view of U.S. Patent No. 6,275,268 to Ellis et al. (Ellis 268).

Claims 2 and 11 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Ellis 208 in view of Ellis 268 and further in view of U.S. Patent Publication 2003/0005446 A1 to Jaff et al. (Jaff).

Claim 3 stands rejected under 35 U.S.C. § 103 as being unpatentable over Ellis 208 in view of Ellis 268 and further in view of Jaff, and further in view of U.S. Patent No. 6,594,498 B1 to McKenna et al. (McKenna), and further in view U.S. Patent No. 6,732,369 to Schein et al. (Schein) and further in view of Newton's Telecom Dictionary 15<sup>th</sup> Edition (Newton).

Claims 5 and 14 stand rejected under 35 U.S.C. § 103 as being unpatentable over Ellis 208 in view of Ellis 268 and further in view of Schein.

Claims 6 and 16 stand rejected under 35 U.S.C. § 103 as being unpatentable over Ellis 208 in view of Ellis 268 and further in view of U.S. Patent No. 6,732,158 B1 to Hesselink et al. (Hesselink).

Claim 12 stands rejected under 35 U.S.C. § 103 as being unpatentable over Ellis 208 in view of Ellis 268 and further in view of McKenna, and further in view Schein and further in view of Newton.

Claim 15 stands rejected under 35 U.S.C. § 103 as being unpatentable over Ellis 208 in view of Ellis 268 and further in view of U.S. Patent Publication No. 2001/0039657 to Fopeano et

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al., and further in view of U.S. Patent Publication No. 2002/0050526 to Swartz et al. (Swartz.

As set forth above claims 1-19 have been rejected under § 103 based upon various references and combinations thereof. Each of the 103 rejections cite to Ellis 208 and Ellis 268 as the basis of the 103 rejection. Specifically, Ellis 208 and Ellis 268 have been used to support a 103 rejection of independent claims 1 and 10. In submitting this initial rejection of claims 1 and 10, the Examiner cites first to Ellis 208 for teaching several steps of the method set forth in claim 1 and several of the elements set forth in claim 10. The Examiner notes that Ellis 208 fails to teach an option to view the purchase records or an option responsive to user selection to view purchase records that would display the television event purchasing records on the user communication device. The Examiner cites to Ellis 268 for teaching user television event purchasing records along with the option to view the purchasing records on a user's communication device. Accordingly, the Examiner states that it would be obvious to combine Ellis 208 and Ellis 268 in order to achieve the subject matter of claims 1 and 10.

As set forth above, both claims 1 and 10 have been amended to include further features of the Applicant's invention. Specifically, claim 1 and claim 10 now recite the use of a user communication device which is WGL compatible and the steps related to the conversion of WGL code which would be transmitted from the user communication device to HTML code which would be received by the server residing on the distribution network. Neither Ellis 208 nor Ellis 268 teach or suggest the newly added features of claims 1 and 10. Nor does the combination teach, suggest or motivate one skilled in the art to create the recited features related to WGL code and conversion between WGL and HTML code. Accordingly, Applicant respectfully submits that independent claims 1 and 10 now stand allowable in view of the combination of Ellis 208 and Ellis 268.

With respect to the other remaining 103 rejections, as stated above, Ellis 208 and Ellis 268 form the basis for each of the 103 rejections where Ellis 208 and Ellis 268 are cited in combination

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with at least one other prior art reference. The other cited prior art references all refer to the features set forth in dependent claims 2, 3, 5, 6, 11, 12, 14 and 15. The various references all pinpoint specific features set forth in the dependent claims and do not address the subject matter of independent claims 1 and 10. As set forth above, amended claims 1 and 10 now stand allowable in view of Ellis 208 and Ellis 268, therefore, each of the dependent claims 2-9 and 11-19 stand allowable for at least the same reasons as set forth above with respect to claims 1 and 10. Nor do the numerous prior art references which were cited cure the deficiencies related to Ellis 208 and Ellis 268 with respect to the recitation of WGL compatible systems and code conversion between WGL and HTML coding. Withdrawal of the 103 rejections directed toward the dependent claims 2-9 and 11-19 is therefore respectfully requested.

Furthermore, claim 12 stands rejected in view of Ellis 203, Ellis 208 and McKenna in further view of Schein and Newton. Applicant respectfully submits that the McKenna reference is non-analogous art and is incapable of supporting the rejection of the Applicant's claimed invention. McKenna relates to a communication system for a satellite communication networks and specifically addresses problems related to satellite communication networks with respect to subscriber access to a plurality of broadcast and narrowcast based services and point to point cellular communications. One skilled in the art simply would not be motivated to look at McKenna to achieve the interactive programming guide techniques that are featured in Applicant's invention.

With respect to the rejection of claim 13, the Examiner cites to Ellis 208, Ellis 268 and Fopeano in view of Swartz. The Swartz reference is cited to support the disclosure of access to previous user purchases via a user identification means. Swartz is an example of another non-analogous reference used in this Office Action. Swartz specifically relates to a portable shopping and order fulfillment system which is directed towards electronic shopping systems. One skilled in the art simply would not look towards Swartz to achieve the subject matter of Applicant's invention

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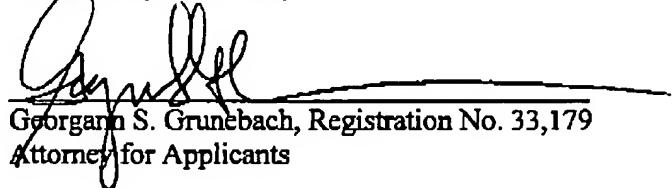
which is related to an interactive program guide accessible through a wireless communication device.

Based upon the foregoing and the now amended independent claims 1 and 10, Applicant respectfully requests reconsideration of claims 1-19 and withdrawal of each rejection submitted in this Office Action.

**CONCLUSION**

Based upon the foregoing amendment and remarks, Applicant respectfully submits that the pending claims are in condition for allowance. Prompt allowance of all pending claims is therefore requested.

Respectfully submitted,



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